

9-19-1978

UA12/2/1 Fall Fashion '78

WKU Student Affairs

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Fashion Design Commons](#), [Journalism Studies Commons](#), [Mass Communication Commons](#), [Photography Commons](#), [Public Relations and Advertising Commons](#), and the [Social History Commons](#)

Recommended Citation

WKU Student Affairs, "UA12/2/1 Fall Fashion '78" (1978). *WKU Archives Records*. Paper 3471.
http://digitalcommons.wku.edu/dlsc_ua_records/3471

This Magazine is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.



Illustration by Judy Watson and Mark Tucker

College Heights
Herald

FALL

FASHION '78

Disco fashions like these modeled by Caryl McCarthy and Tom Daugherty at The Met in Nashville, Tenn., are just one of the many styles that make up fall fashion for 1978. Inside are stories on the Annie Hall influence, the leaner look in men's clothing, fall shoes and accessories, the kinky look for hair and more.

THROUGH

Annie Hall fashions fall look

By CATHERINE HANCOCK
and CONNIE HOLMAN

It looks like it's going to be an "Annie Fall."

That's the opinion of at least one fashion trade magazine, and local fashion shop employees agree. The clothes that actress Diane Keaton wore in the Academy Award-winning movie "Annie Hall" have influenced everything from shirts to accessories.

For those who don't care for the dignified sloppiness of the Annie Hall outfits, disco clothes offer a flashy alternative.

And many fashion-conscious women are finding elements of each style can be combined for a unique, flattering look.

The Annie Hall look is versatile.

"You can wear it anywhere," Mary Lewis McCoy, owner of Linear Design, said.

The typical Annie Hall look starts with a big top or a tuxedo shirt.

The big tops come in a variety of styles, but most feature soft shoulder pleating, full sleeves and a rounded or ruffled collar. Many are almost knee-length and worn with the shirttails out, and others are worn belted.

Tuxedo shirts are collarless and tucked across the yoke. The shirts are made of any fabric from cotton to pure silk. Tuxedo shirts for disco wear are often made of Lurex (metallic fiber) blends.

The collars of the Annie Hall tops are usually accented with ties. Some women opt for a traditional man's necktie in a silky fabric, wool or sweater knit. Others tie a satin or grosgrain ribbon under the collar and let the ends dangle. Some women also are wearing bow ties.

Vests are the most distinctive accessory of the Annie Hall look. They add a finishing touch to everything from simple cotton skirts and shirts to pure silk dresses. Most of the vests

are loose and unconstructed, and some are reversible. Other popular vest styles include the sweater vest, worn unbuttoned, and silky vests, made of fabric similar to men's neckties.

Although some Annie Hall outfits include pants, skirts are apparently more

popular, according to Mary Collins, a merchandising assistant at J. C. Penney.

The most popular skirts are dirndl styles, many of which have waistlines emphasized by self belts or leather belts wrapped several times around the waist.

The Annie Hall pant has pleats at the waist and slim

straight legs hemmed a little shorter than in recent years. Many of the pants feature a small cuff at the bottom.

Some Annie Hall outfits include a jacket, which this year hits just at the waist. Reminiscent of the 1940s,

—Continued to Page 15—

'Grease' influences style

Men's clothes closer fitting

By TIM FISH

It may seem contradictory, but men's formal wear this fall will be loose and casual, and casual wear will have a leaner, tighter fit.

Movies like "Grease," "Saturday Night Fever," "Annie Hall" and "Thank God It's Friday" affect all the men's wear this fall, according to Bill Green, owner of Headquarters.

"Grease" affected casual wear and made straight-leg jeans popular. Jeans will be

rolled up at the bottom, and some are similar to men's designer jeans, which are cut specially and fit tightly. The designer-like jeans will cost \$20-\$24.

The grandfather shirt or banded collar shirt will be worn with the snug jeans. The grandfather shirts, which are similar to styles worn at the turn of the century, are usually made of 100 percent cotton and come tapered with rolled-up or blousey sleeves.

The most popular grand-

father shirt is the tuxedo cut, which has a tapered fit and a tucked yoke, like a tux shirt. The shirts come in many colors, and prices start at \$12.

Other casual wear will be made of natural fibers like wool or cotton and leather. There's a big trend back to natural fibers, according to Jill McKinley of Castner Knott.

Wraparound sweaters, bulky ski sweaters, sweat-

—Continued to Page 16—



**Complete your Fall Fashion Look
with a New Hair Design**

*Curls Are In.... For Those Breezy Fall Days (and nights)
And Hair Unlimited Can Give Your Any Curl You Desire*

hair unlimited

by J.R. and Company

704 16th St.

842-2711

Extra touches

Accessories make sophisticated look soft, feminine

By AMY GALLOWAY

This season's accessories are the best way to turn a sophisticated Annie Hall outfit into a soft and feminine fall look.

Some of these styles are the descendants of accessories young women wore in the 1940's and '50's. Some bear resemblance to the clothes that hung in grandfather's closet. But others have a fresh, innovative look.

Scarves—draped around the neck and frequently knotted at the ends—are one popular fall look. Usually made of lacy knits or wools, the versatile scarves are earth toned or plaid. They are worn mainly with sweaters and blazers but are also effective accents to loose tops and dresses.

Other neckline trimmings include the string tie, the bow tie and the traditional man's neck tie. String ties,

reminiscent of grandpa, are usually a solid color and are worn with rounded collar shirts. Many blouses and dresses feature a matching string tie in a darker color. Striped ribbons can also be tied around the neck of blouses for a fresh look.

The bow and neck ties are worn with button-down collar shirts, as well as loose-fitting sweaters and blazers. They add a special touch to menswear outfits.

Popular tie fabrics include satins, knits and basic cottons and wools. Plaids, paisleys and solids are the most popular designs.

Belts are another popular item and the new styles are versatile. They can be worn pulled through belt loops or, for a different look, wrapped around the outside of a big top or sweater for a gathered look. Narrow belts are more popular, and wide belts are still in style.

Pins are the dominating

feature in jewelry. Stick pins are still popular, but bar and ornamental pins add a special touch to most fall outfits. Antique reproductions, rhinestones and military-type pins appear frequently.

Few accessories top this fall's outfits better than a classic hat. A French-style beret, a cab driver's hat or an old-fashioned parson's hat are worn with casual and dressy outfits.

Full skirts, short coats alter suits

By CONNIE HOLMAN

Women's suits are still at the top of the fashion list, but the old wardrobe stand-by has changed some.

Slacks are not quite as popular with a vest and blazer as the skirt, but conscientious shoppers are buying both to make their most expensive fashion investment more practical, according to Mary Lewis McCoy, owner of Linear Design Fashions.

Suit jackets are shorter, touching the body at the waist or hip bone, Ms. McCoy said. The vest has changed very little, but it is not being worn under the shorter jackets. The vest is a better look combined with the regular tailored blazers.

Skirt suits are the favorite these days, with mid-calf still the best length, Ms. McCoy said. Skirts are fuller and often feature pleats.

Slacks are more tapered. The straight-legged pants also feature pockets and pleats.

"It takes time to get used to the straight legs, but they really are more flattering," Ms. McCoy said. "They make women look taller and slimmer."

Suit fabrics include corduroy and wool, she said. The colors are earth tones with browns, beiges and rusts the best sellers.

Plum, mauve, dusty blue and rose are also selling

—Continued to Page 9—



108 Western Gateway Music and Boutique Russellville Road

Fall Fashions for Guys and Gals

(Check it Out!)

Whether it's that big date, the Saturday football game or a disco dance, the fashion selection at Headquarters is the biggest and best ever!!



Individual styles, both casual and dressy, are what set our store apart from all the rest as Bowling Green's fashion leader.

FEATURING FOR GUYS:

men's leathers
casual slacks
jeans
burned color shirts
3-piece suits and
sweaters

Also featuring Bowling Green's only complete music shop with the largest selection of both albums and tapes in Southern Ky.

\$4.89 Sale now in progress
(25 new releases on both albums or tapes)

FEATURING FOR GALS:

the big top
the string bow tie
belts
the peasant skirt
the disco skirt
vests
blouses and
sweaters

Dressed to disco

Almost anything goes, from leotard sets to tuxedo look

By VICKIE STEVENS

From New York's elite Studio 54 to honky-tonk nightclubs, disco has hit the dancing scene.

Judging from the variety of clothes that can be found in local stores, almost anything can be worn in a discotheque.

For the girl who wants to sparkle and shine as she whirls around the dance floor, a leotard and matching shiny knit skirt or a pair of bright satin pants will be real attention-getters.

The leotard sets are made for the slim girl and come in a variety of beautiful colors and styles. The skirt, which whirls gracefully as the dancer turns, is usually slit up the side.

Satin pants are straight legged and come in colors

such as black, baby blue, peach, green and pink. Teamed with a flashy silk or satin shirt and a sparkly backless tuxedo vest, this look is sure to be a winner.

Many designers are going for the total tuxedo look for women with black pants, jacket, vest, cummerbund and bow tie.

Mary Lewis McCoy, owner of Linear Design, said satin disco jumpsuits will be popular for holiday parties.

To complete the disco look, coordinate an outfit with special accessories. Shiny metallic bracelets and bangles, long dangling "disco fever" earrings and long wrap belts are a few of the extras. Anything that swings and moves with the dancer is suitable for disco, according to Ms. McCoy.

When a woman goes to

the disco, she doesn't want to be bothered with a big shoulder bag or clutch purse. Disco bags with long thin straps enabling them to be worn around the dancer's neck and shoulder are great for disco outings. The little bags come in leather, satin and suede.

Shoes are an important accessory. They should have high spike heels and plenty of straps. The new metallic-look dress shoes are great for disco. But above all, they should fit well so that the long hours of dancing will be comfortable.

If you like to disco dance, but can't afford to pay \$30-50 for an outfit you can wear only to discotheques, there are disco fashions that are dual purpose.

A pair of straight-leg jeans or slacks with a loose

silky top make a comfortable and casual disco outfit that can be worn to school and on the job.

The new dresses for fall in thin chiffon, crepe, silk or quiana are great for disco dancing, especially the wrap-around styles.

Men are also catching the disco fashion fever.

The newest men's disco pants are beltless with wide bell legs and no outside seams.

Shirts in shiny fabrics with open collars and big bell sleeves are what most men wear with their disco pants.

If you are a more casual dresser, a pair of straight-leg jeans or a pair of pleated pants and a grandfather-collar shirt is a good disco look.

For the dressiest, the

three-piece vested suit looks good with or without the jacket. Steve Parnell, a clerk at Headquarters Boutique, said the new fall suits have pleated pants and jackets with quilted shoulders and pleated backs.

To be dressed to dance from head to toe, a man needs to consider the type of shoe he will wear. Robert Dycus at Golden Farley said shoes for disco have higher heels and narrow toes and come in bright snappy colors and lots of styles.

After dancing for hours a man's feet will get hot, but manufacturers have solved the problem with a light airy sock in quiana. "When you are dancing," Dycus said, "you need socks that are cool."

Dry cleaning must for fancy fashions

By ROGER MALONE

"Dry clean only."

That's the label that keeps most students from tossing a dress shirt or a "fancy" dress into the coin washing machine along with their T-shirts, jeans and underwear.

Dry cleaning prices in Bowling Green range from 80 cents for skirts to \$3.50 for three-piece suits to much more, depending on whether the garment has extras, such as a fur collar or pleats.

Prices are difficult to compare store to store. Many stores price services according to the type of garment, such as pants, skirts or suits. Others classify and price work according to the length of the garment.

Bob Halzapfel, owner of Bowling Green Laundry and Dry Cleaners, said his store charges \$1 to dry clean slacks, \$1.80 for dresses and \$2.25 for top coats.

He said the charge for high-quality dresses is slightly more. "You couldn't send a wedding gown in and call it a dress," Halzapfel said.

Bowling Green Laundry

and Dry Cleaners, Halzapfel said, charges \$2 to dry clean a two-piece suit and \$2.60 to clean three-piece suits.

Sherry Franklin, an assistant manager of Big B Cleaners, said the store charges \$1.15 to clean pants, blouses, skirts and other small garments and \$2.30 for long garments such as dresses and suits.

A three-piece suit, however, costs \$2.75 to have cleaned, Miss Franklin said.

The prices at Allen's Cleaners and Laundry, according to manager Charles Allen, are \$1.05 for pants and skirts and \$2.10 for two-piece suits, dresses and top coats.

Allen said his business also has a drop-off service.

Hinton Cleaners Inc. charges \$1.30 to dry clean pants and skirts, manager Tom Hinton said. Cleaning dresses, top coats and two-piece suits cost \$2.60.

It costs \$2.50 to have three-piece suits cleaned, Hinton said.

The prices at Fields Deluxe Cleaners range from \$1.10 for pants and skirts to \$2.65 for a three-piece suit, manager Paul Evans said. Two-piece suits and dresses cost \$2.20.

Open Daily
9 a.m. to 9 p.m.

SPORTSWEAR MART

1508 31-W By-Pass

Sunday
1 to 6 p.m.

JUST FOR
SPORT

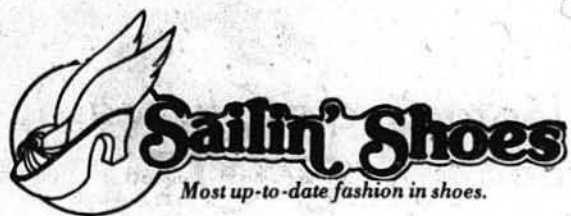
FALL
SEPARATES

Our natural cold remedy
for the great outdoors...

Cindy Brosche
models a check topper
with matching cap
by Junior Concept.

Junior House separates
are great for on
and off campus.
Trudy Creek is shown in
a brown velveteen jacket
and brown tweed skirt.

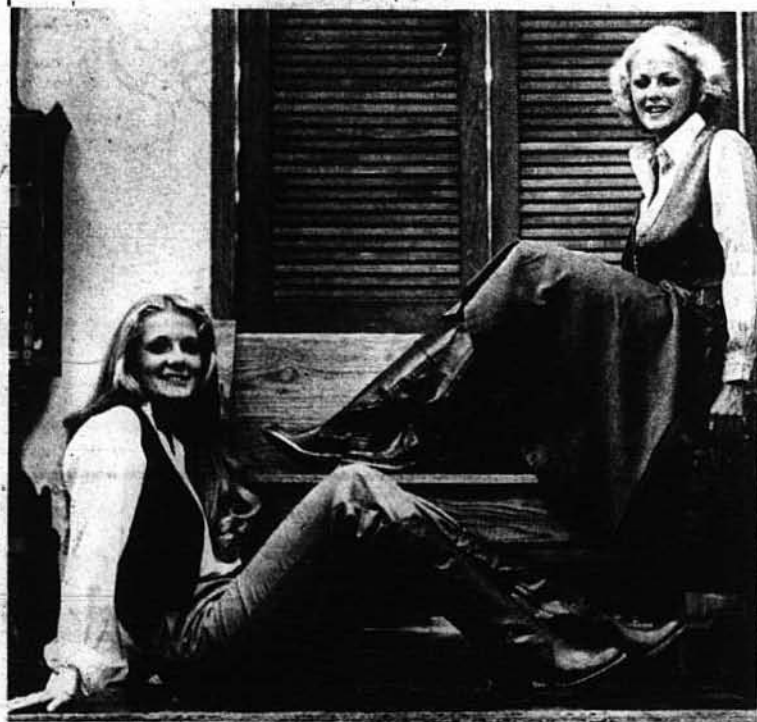




117 Gateway Shopping Center

Open 10 a.m. - 9 p.m. Mon. - Sat.

1 p.m. - 6 p.m. Sun.



Shoes and Boots with Character



Thin Woodman

Woody Allen's style original,
less fakey—but slightly strange

By TIM FISH

Commentary

His black hornrimmed glasses separate his sandy red hair and his anemic-looking face.

His dull-green army jacket with inflated pockets bobs as he takes choppy, ant-like steps.

His wrinkled black pants wave back and forth across his Keds super sneakers as he frantically makes his way through Manhattan.

To many people that describes a person that espouses socialism on a street corner. To others it means Woody Allen.

If your only regret in life is that you weren't born somebody else, maybe you should quit wearing John Travolta's satin shirts open to the navel and Henry Winkler's peg leg pants that cut off circulation to the feet.

If fashions are going to copy television and movie stars, as has happened with Annie Hall, the character played by Allen's friend Diane Keaton, I can't understand why they don't

take after more original types like Allen. After all, it's a lot easier to wear a plain flannel shirt with a T-shirt underneath than it is to wear a shiny, puffy-sleeved Romeo shirt with artificial chest hair, a la Travolta.

There's only one drawback to acting like Allen. He doesn't go to an analyst three times a week for nothing. He is a little strange. To this day, Allen thinks that World War II was caused by a woman in downtown Honolulu making a right turn on red.

If you're the virile, thin-but-fun type who'll support ERA, world depression, baldness and anything else that will help you get to know the busty blonde across the room, then you'll fit in perfectly with Allen's style.

When you start to get into the Allen look, you must

remember one thing: No matter how much they differ, Travolta and Allen have something in common—they're both looking for male-female action.

In hope of finding that, Travolta would strut into a room wearing a silky shirt exposing his chest and say something like, "Hey, baby, come 'er!"

If Allen entered the same room, wearing the same outfit and hoping for the same result, he would say something like, "I'm really sorry. I don't usually dress like this, but my heifer suit is having one of it's udders fixed."

Allen's humor enters every facet of his life. It affects his actions, it affects his looks and especially his clothes.

Take a situation like a masquerade party. Everyone else would come as giant chickens, Ku Klux Klan members or knights in shining armor, but Allen would insist on coming as an ink blot or chopped liver.

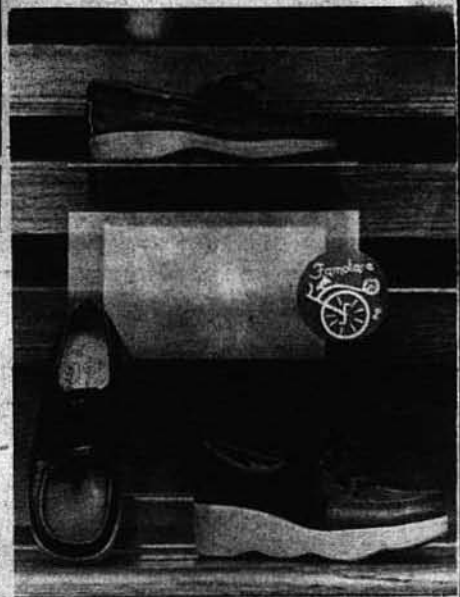


Drawing by Roland Gibbons



From the Rush Bottom to the
dressy heights of the Hi-Up,
Dollar Bros. is your
FAMOLARE Headquarters

Dollar Bros.
SHOE CO.
Downtown



Heels, toes to accent fall shoes

By STEVE ESTOK

Close-toed shoes with ankle straps, updated sandals and calf-length boots lend themselves to this fall's longer hemlines.

"Because of the longer hemline, boots will become an important item in a gal's wardrobe, both casual and dressy," Ken Johnson, manager of Dollar Brothers, said.

Fall boots have a baggy ankle, and the dressier boots will have removable spurs.

"All of your dressy boots will have the pointed toes and spiked heels," Laurie Emberton, manager of My Friend's Place, said.

Dress shoes have both closed and open pointed toes this fall. Dress shoes, like dress boots, will have high heels.

Dress shoes come in a variety of materials, including brushed leather, smooth leather and suede. They are accented with instep and ankle straps.



Photo by Ricky Rogers

Bobby socks with flat-heel shoes, patterned stockings with high, strappy sandals and textured, striped tights

with clogs are popular footwear styles this fall. Shoes and stockings were provided by Sallin' Shoes.

The most popular fall shoe is the wavy bottomed Famolare. "It's just a really good shoe," Ersie Henshaw, owner of Sallin' Shoes, said. "They're good for your feet."

Clogs will be another item in fashion this fall. "We've been selling clogs ever since the store's been open," Ms. Henshaw said.

Some casual shoes have lower heels this year. Styles similar to saddle shoes and loafers are frequently worn with the Annie Hall outfits.

Stockings hint of yesterday

Bobby socks and wool tights reminiscent of grade-school days are the newest style for fall and winter legwear.

Bobby socks, which were popular during the summer, are worn this fall with the low-heeled oxfords and loafers. Many of the socks are patterned, and some are made of heavy, heather-like wool.

Mary Collins, a merchandising assistant at J. C. Penney, said thin anklets trimmed with lace, similar to socks young girls wear, are selling relatively well.

Knee socks and textured or patterned tights are popular accompaniments for flats and clogs. Miss Collins said some Penney's customers are buying argyle knee socks to wear with dresses and skirts.

Miss Collins said that the layered look in legwear, where women wear bobby socks over tights, is popular.

For dressier occasions, patterned stockings give a finished look to dresses, skirts and suits. The stockings come in herringbone, stripes, checks and other patterns and are often color coordinated with the skirt and shoes.

The California Difference!



Open Mon.-Sat. 10 a.m. until 8 p.m.
Sun. 1 until 6 p.m.

WEST COAST DESIGNS
FASHIONS, INC.

West coast fashions by:

J.J. & Co.
Climax
French Accent
E'sprit de Corp.
Foxy Lady
Malibu Media and
Organically Grown

15% off

all fall tops and sweaters
Sept. 21st through the 24th

Dressier attitudes affect casual look

By AMY GALLOWAY

The day when a pair of patched and faded bell bottom jeans was considered proper casual dress is long gone. The revised edition for 1979 is the straight leg look.

"The only thing we carry now is heavy weight designer straight legs," Pat Issacs, owner of My Friend's Place said.

Women's straight-legged jeans are worn with the bottoms rolled just above the back of a high-heeled shoe or stuffed into a pair of boots.

For men, straight-legged jeans or khaki work pants provide the foundation of what is known as the preppy look. Although not sold at all local stores, the style represents the preferences of some Western students.

Button-down collar shirts, crew neck sweaters or the Lacoste "alligator" shirts and matching belts are all integral parts of the preppy style, which is also worn by women.

Topsider deck shoes are the most popular preppy footwear.

Both girls and guys seem to be dressing up their casual appearance more than ever, according to Jill McKinley, fashion coordinator at Castner-Knott. People are "on the whole, dressing

up more," she said.

In slack styles for women, the "mushroom look" for pants is selling well at some stores. This look is characterized by waistline pleating, for a full blousy look, which gradually slims down to straight pant legs.

In addition, dresses and skirts are becoming popular casual wear for women. Tailored dresses and simple wrap-around skirts worn with T-shirts are now almost as prevalent as jeans for casual, "just-messing-around" wear. The dressier attitude toward casual wear is also seen in the big, flowing shirts worn with the straight leg jeans.

Although sweaters are not receiving as much attention this fall as last, they are still big sellers. Chenille knits, v-neck designs and bulky styles are all stylish this fall. The popular cowl neck is still around, often worn under a loose fitting blazer. This sweater and jacket combination adds a menswear touch to a simple pair of jeans.

The man who chooses not to dress in the preppy style may add a pair of corduroy slacks to his casual wardrobe. Designed like a pair of jeans, corduroy slacks look good combined with sports shirts, flannel shirts and the new banded collar "grandfather" shirts.

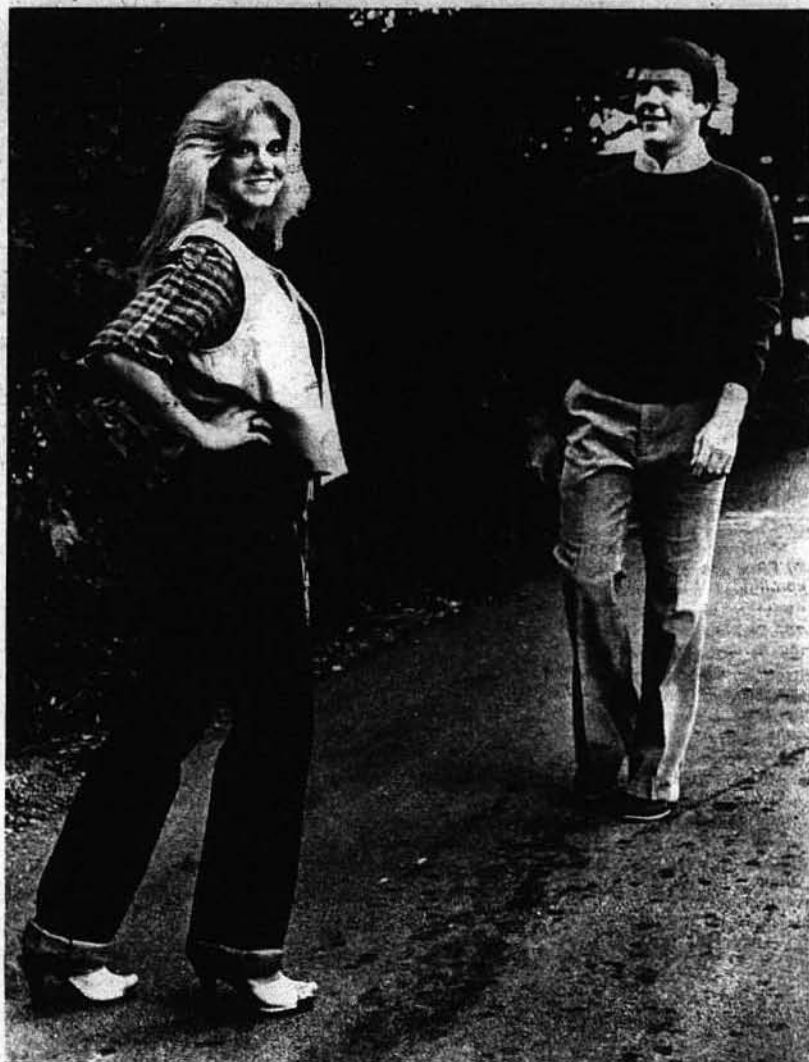


Photo by Harold Sinclair

Tabby Eller strolls in the tight-jeans look, which is a popular casual attire for women this fall. John Rue chooses the preppy look. Eller's clothes are from Castner-Knott.

PLANT PLACE



SALE

All dried and
silk flowers

25% OFF

1 week only

Sept. 20-26

1117 Broadway
(Scottsville Road)

See our all new dried and silk flower room

*There are fashions in dress
and fashions in decor;
At Plant Place you'll find
fashions galore:
from silk flower pics
for your hair
to fresh plants & arrangements
for your lair
or dried & silk flowers
with little or no care.
(See y'all there!)*



Straight legs, pleats change suits

—Continued from Page 3—
well, Ms. McCoy said. "Anything that is toned down and dusty-looking, such as heather and lilac, is also good."

She said bow ties and straight ties are replacing

scarves as suit accessories. High-heeled shoes are the most popular footwear, but flat shoes are appropriate for suits during the day, Ms. McCoy said.

Betty Pinkstaff, owner of Ms. Betty's, said her

customers are also buying the short jackets and fuller skirts. Skirts are outselling slacks 2-1 at her shop.

"Cow-collared vests are also good with pants and skirts, and the skirts come in any length," Ms. Pinkstaff said.

The skirts are gathered, circular, straight and pleated, she said. Slacks have tapered legs and come cuffed and uncuffed.

She said wool flannel, wool blends and corduroy are the most popular

fabrics, with velvet a hot item in accent pieces such as vests.

Shades of eggplant and zucchini and gray, beige and brown are popular colors for fall fashions. Pastels will appear near holiday time.

Gold, silver chains replace turquoise

By ROGER MALONE

Gold and silver chains without pendants are becoming more popular for men, replacing turquoise and hishi necklaces, according to area jewelers.

"The chains are very popular," Bill Green, Headquarters Boutique owner, said. "Most guys who are fashion conscious are wearing chains."

Green said 5-link is the most popular chain style. Prices for this chain range from \$22 to \$28 for sterling silver, \$15 to \$24 for gold plated and \$8 to \$90 for 14-karat gold at Headquarters.

Pendants, bracelets and rings, also made of silver and gold, are still in fashion, Green said.

Bob Kyle, owner of Morris' Jewelers, said chains are selling well at his store. Prices there begin at \$12 to \$20 for sterling silver chains to \$75 to \$175 for 14-karat gold chains.

Kyle said his store does not sell gold-plated chains, but does carry gold-filled ones that are priced similar to the sterling silver chains.

Green said the trend toward chains is part of an overall trend to simpler accessories. "People want some things that are plain and not so flashy."

Autumn sportswear lightweight, tailored

By TERRI DARR

Whether it's raining, snowing, sleeting or sunny, athletes will be active, and their clothes must accommodate them.

This season, warm-up suits will be a favorite cold weather sports outfit. The suits are more colorful this year, according to J. David Evans, sundry department manager of the College Heights Bookstore.

"I'd say the indications from last fall and spring show that warm-ups in different colors will be very popular," he said. "Not the traditional colors of blue and red, but more colorful, lightweight warm-ups."

Acrylic and acrylic-cotton warm-ups are replacing the bulky sweatshirt type, offering both lighter weight and more warmth.

"People are still jogging year-round. These warm-ups help keep the body heat in," Norris Cooper, owner of Herman Lowe Sporting

Goods, said.

"The more tailored look in the warm-ups is more popular this year, too," Evans said.

For tennis buffs, the acrylic warm-ups are good, and according to Tina Becker, manager of Siring-Swing, stretch velour will be a popular fabric.

According to Charlie Capito, manager of the Athletic Attic, the Adidas rain suit provides warmth on cold rainy days.

"They have the taped seams that don't breathe. They're really warm," Capito said.

Athletic shoes such as Adidas, Nike, Converse and Puma are some of the best selling footwear in this area. They are good for both indoor and outdoor sports.

For snow sports, local store owners predict items such as ski jackets, down and fiber-filled vests, knit gloves and toboggans and thermal knit underwear will be big sellers.

Ban-Lon is a registered trademark of Joseph Ban-Lon & Son Company, Inc.

Introducing "Vamp"[®]
a charming collection of sweaters
by Koret of California

Pustins
FOUNTAIN SQUARE
BOWLING GREEN MALL

To keep you warm and beautiful, pointelle sweaters that go with just about everything, and everywhere you go. You'll love the many interesting things they'll do for your fashion outlook with their lacy open weave and white fleece color. They're machine washable 100% acrylic and available in sizes S-M-L.
pullover with attached scarf \$32

Feminine figures concealed under loose-fitting blouses

By MONTE YOUNG

Men who like to look at feminine figures are out of luck this fall, since big tops, floppy vests, ruffled blouses and loose sweaters are the most popular top styles for women.

A spin-off of the "Annie Hall" look, big tops can be worn in a variety of ways.

"The big tops can be worn with jeans or even with dress slacks," Bill Green, owner of Headquarters Boutique, said. "Many wear them with ties and scarves that are anywhere from four to six feet long."

Janice Tomek of Pushin's said, "The main idea in this style of fashion is the big look at the top and a slender look with straight leg jeans and dress pants at the bottom."

Belts—anything from a knitted cord with a wooden buckle to a double-buckled leather style—are effective accents for the loose tops, many of which have unusual collar designs, ruffles and yoke and shoulder tucks.

Another popular big top accessory is the vest.

Green said that one popular look is a floppy vest

worn over a big top with the shirttails out.

Vests are usually made of corduroy, tweed, cotton, velvet or silk. Big tops are made of anything from Indian gauze to satin or silk.

Vests are also popular worn with this season's ultra-feminine blouses. The pierrot (ruffled high collar) blouse and the tuxedo shirt, which features tiny tucking on the front, join last season's popular bow blouses as shirt favorites.

A new trend accompanying the return to more feminine blouses is the popularity of soft, drapable fabrics. Satin, silk and

soft, fluid nylon knit are frequently used for this season's blouses, as is the more expensive crepe de Chine. Miss Tomek said sheer fabrics are also quite popular.

Collar styles are significantly different this fall. Small rounded Peter Pan collars, button-down collars and banded collars replace the traditional fly collar on most fall shirts.

The newest sweater styles are bigger and heavier and are often made of heavy net-like knits or textured yarn knits rather than the traditional sweater knit.

Fall rainwear versatile

Keeping dry can be both fun and attractive this fall.

As in past seasons, the slicker raincoat, made of rubberized material, is seen all over campus. Usually a bright shade of red, yellow, blue or green, slickers are inexpensive and add a cheerful rainy day accent to both casual and dressy fashions.

A more expensive but more versatile alternative

to the slicker is the trench coat in water repellent denim, poplin or other fabric.

Styled classically with a belt and double- or single-breasted front, trench coats can be purchased at a variety of prices.

Rainwear has expanded into the sports world this year, as the ever-present jogger keeps dry in a water-repellent rain suit.

Cotton's JEAN Shop

GUY'S AND GAL'S JEANS

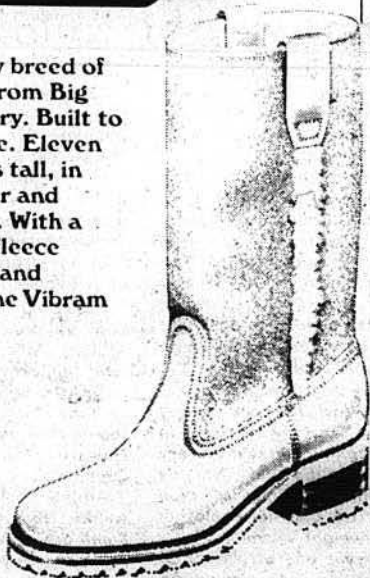
TOPS AND SHIRTS

842-7676

1018 Broadway



A new breed of boot from Big Country. Built to endure. Eleven inches tall, in leather and suede. With a wool fleece lining and genuine Vibram sole.



Adam's Shoes

B.G. Mall

Leather Refers To Uppers

Elegant dining
at low prices

WKU STUDENTS
Come to the Heritage and
receive a 10% Student
Discount Card just for the asking.

the
heritage

Featuring:

Soup & Salad Bar
Over 45 Different Items

OPEN
Monday - Saturday

11 A.M. - 8 P.M.

Sunday

11 A.M. - 2 P.M.

On the Fountain Square

WKU Student's Card No 606

This card is good for a 10% discount anytime to the card holder only. Please show card to cashier when paying. We appreciate your dining with us.

Signature

Thank You,
The Management
The Heritage

Catalogs offer speed, convenience

By STEVE CARPENTER

Ever decide just what type of outfit you wanted and then find that no store had it in stock? Then catalog shopping may provide a speedy solution.

Sears and Roebuck and J. C. Penney generally fill clothing orders within a week.

Florence Iglehart, catalog salesperson, said Sears' main distribution center for this area is Memphis, Tenn., but for some items the distribution center is Atlanta or Chicago.

Women's clothing and shoes are generally shipped from Atlanta, and ladies' coats and men's suits come from Chicago.

It generally takes three days for orders to come from the Memphis outlet, four days from Atlanta and five to seven days from Chicago.

Joe Mastropasqua, Penney's catalog salesman, said all Penney's orders are generally filled within five days. He said some items with a personal touch, such

as jewelry and car floor mats with names printed on them, might take four to six weeks.

Both stores have a full refund policy. If the customer is not satisfied with the item and doesn't want another item or credit to his account, the store will refund all the money he paid, including shipping and tax.

Mastropasqua and Ms. Iglehart said items are generally the same price or a little cheaper in the catalog, but the customer does have to pay shipping charges.

Catalog shopping lets the customer avoid long lines in stores, especially near Christmas. Catalog shoppers can also look for items at home in their leisure time.

Shopping by phone is another convenience of catalog shopping. The shopper doesn't have to clean up or find a ride to town.

Finding large sizes can also be difficult in stores. In a catalog, the shopper knows whether there is a

size to fit him.

But there are some disadvantages to catalog shopping. A shopper may

find the item doesn't look like it did in the catalog or that it doesn't fit, meaning more trips to the store to get the right size.

But for the hard-to-find items, or for the customer with only minutes to spare, catalog shopping is a helpful alternative.

H & H SALES



Come see our
AFFORDABLE
Fall Fashions

A Full Range of Suits

Men's Denim Suits

Ladies' Corduroy and
Denim Suits

\$49⁹⁵
to
\$85

2315 Russellville Road

THE LITERARY CLUB

South central Kentucky's finest discoteque
31-W By-Pass

DISCO TONIGHT

Monday through Saturday
disco with us
at the No. 1!

Open Monday through Friday 4 p.m. until 1 a.m.
Open Saturday 2 until 12 p.m.

THE LITERARY CLUB 31-W By-Pass

BOWLING GREEN, KY.

Suede revival

Care vital for leather accessories

By MARGARET MacDONALD

April showers might bring May flowers, but the upcoming fall rains could spell disaster for suede spike-heel shoes, leather boots and other popular fall and winter accessories.

Following a few simple

tips on leather care can help prevent cracking, graying and mold in leather goods.

Smooth-surfaced leathers such as cowhide require oiling from time to time. Applying an oily polish to leather will prolong its life and keep it looking new.

Some shiny leathers such

as patent leather may blister when spotted by rain. Rubbing these leathers with wax before using the article may control blistering or water spots.

Suede may require a special brush that removes dust and restores nap when rubbed on the suede.

If suede becomes shiny, a very fine grade of sandpaper or an emery board may be used to brush up the nap.

If suede becomes grayed or spotted, the original color may be restored by using a prepared color dressing.

Some leather articles may be washed. Special instructions on these articles should be followed carefully. Mild, lukewarm soapsuds will clean these leathers. Excess water should be pressed out of the leather after washing. The article should be allowed to dry slowly, away from direct heat or sunlight.

If washable leather becomes stiff after it has been washed and dried, pulling it gently between the fingers will restore softness. This method is called finger-pressing.

There are some leather

articles that require the attention of paid professional cleaners.

Some care should be taken in storing leather a long time. Boots, handbags and gloves should all be stored in their normal shape. Boots and handbags should be stuffed with tissue before storage. Gloves should be shaped to their original form and laid out flat for the best storage.

Leather should not be wrapped in plastic before storing because it will dry out. The most temperate climate possible should be found for leather storage. A damp storage place will cause leather to mold, but an extremely hot place will cause cracking. Shiny leathers stored together may stick to each other.

Leather is durable, fashionable and practical. Taking good care of it can keep it that way.

Hair trends reflect history

By TOM McCORD

Look at the history books to see an interesting trend concerning hair. When clothing styles are thinner, hair gets shorter. At least, that's the opinion of some local men's hair stylists this fall.

"Back in the 60s, we had narrow lapels, narrow ties and shorter hair," Jack Ringley, a manager of the House of David, said. Today, with tapered-leg pants and stylish rather than floppy

bell-bottomed jeans, hair once again hovers around the ear.

In the late 1970s hair is getting shorter, according to Ringley.

This trimmed, shorter look "is sort of feathered back over the top," Billy Murphy, a stylist at Fantastic Sam's, said.

The look is off the face and without bangs, Ringley said.

According to Jim Kirk-

wood of the Hair Den, men are looking for styles that are easy to care for.

One of those styles is the wash-and-wear permanent that gives a man a headful of curls. "We do a tremendous number of perms," Ringley said.

Since many styles are determined by the shape of the head, there are plenty of variations.



I SHOP FOR MY GLASSES AS WELL AS MY CLOTHES

I've found that Southern Optical has the smartest selection of fashion frames in town...and they cost no more—often less! Correct lenses and perfect fit are assured. And I can go in for free adjustment of my Southern Optical frames whenever needed. Shop around. See for yourself.

Southern Optical

Greentree Shopping Center/900 Fairview Avenue/843-6556

Achieve The Art Of French Hair Coloring . . . Visit

Mr. Beni's Penthouse

The designers at Mr. Beni's can create an inventive hair color to meet your specific needs—just as they do in France. A few of the artistic coloring effects are:

PEARLIZING . . .

Through the addition of quiet, shimmering white highlights, gray hair seems to sparkle with reflections.

MULTI-COLOR FROSTING . . .

A touch of platinum is added to bring out the highlights and create added allure.

SNOW FLAKING . . .

This is a frosting technique used for short hair that gives a "sunkissed" effect.

TORTOISE SHELLING . . .

Darker hair is given a sensational new lift by the addition of random, soft highlights in the hair's own color family.

MOIRE-ING . . .

By spinning ribbons of gentle red highlights through light brown or auburn hair, every strand takes on a whole new dimension in color.

GOLD DUSTING . . .

Take medium brown hair and bring gold into it, adding natural looking highlights.



900 Fairview
(Greentree Center)



Mr. Beni's Penthouse

PRINT SHOWS THROUGH



ARE FALL FASHION PRICES KEEPING YOU IN LAST YEAR'S STYLES?

Check out the selection at Big K—

Bijou 100% acrylic, banded collar and bottom, bib yoke, short sleeves, woven cuff. Colors: winter white and blue, winter white and wine, winter white and green, winter white and brown. Sizes Small, Medium and Large. \$7.66



Ladies size 7 to 15, Brushed twill and polyester twill Jeans, 3 styles, patch pocket, back yoke, side cargo pockets, elastic back and belt loops. Colors: wheat, navy, brown, black, rust, berry and khaki. \$8.33



Dress Junior Sizes 5-13—inserted print, button placket front and collar, ¾ roll-up tab and cuff sleeve, belted. Colors: Blue and Berry. \$18.22
Bolo Scarf \$2.44

Dark Pleated Dress \$13.44, Wine & Brown



Satin pants \$11.33 and jacket \$14.33
Rust, Wine

**We think you will be happy with the selection
as well as the prices!**

BIG K BOWLING GREEN, KY. BOWLING GREEN SHOPPING CENTER, 31-W SOUTH
Store Hours 10:00 a.m. to 9:00 p.m. 1:00 to 6:00 p.m. Sunday
Acres of Free Parking, 99 Big Depts.



Colors bright, iridescent

Makeup 'well-polished' for fall

By VICKIE STEVENS

With cold weather on the way, don't wait for old man winter to put color in your cheeks.

The new fall makeups can give beautiful natural colors, no matter what the skin tone or hair shade.

The words to best describe this fall's makeup line are bright and sparkly with lots of iridescent makeups in bold berry, brown, burgundy and plum.

The overall makeup look

is more natural, with a well-polished look. The makeup colors coordinate with the fall fashions in popular bordeaux wine hues.

Eye makeup is receiving more attention this fall. Mary Jane Taylor, makeup consultant at Mr. Beni's Penthouse, said many women are worrying less about hair and are highlighting their eyes instead.

The best-selling items at the makeup counter seem to be makeup pencils and crayons that add color to

eyes, lips, and cheeks.

The harsh eyeliner look of the 1960s has disappeared, and eyes are now lined in a smudged, smokey fashion.

The smudged look brings out eyes in a subtle way and looks perfect with the new romantic fashions.

Mascara is still the best way to give eyes a big and bold look. The same mascara wand shouldn't be used for more than two months, Beni Vickous, owner of Mr. Beni's Penthouse, said. That can cause

eye infections.

Blondes should use black mascara, Vickous said, to help darken lashes.

The new iridescent eye shadows will give eyes a bright look. Gold, brown, burgundy and other earthy shades can be used around the eye.

Plucking the eyebrows once was a fad, but it's fading, and to many girls' relief, the day of the big eyebrow is returning.

Colored pencils contour lips and cheeks and give the illusion of higher cheek

bones or fuller lips. Many new lipsticks and blushes contain sparkly flecks to add sheen.

The pale look of the 1960s is out of style. Brighter colors are coming into fashion.

"We're returning to the Joan Crawford look of the 40s, with bright red lips and nails," Vickous said.

Meredith Hulling, a makeup consultant at Castner-Knott, said the new makeup line from Paris features lots of bright reds.

Fall brides to have 'storybook' look

By NANCY JANE SALATO

This fall's bride will be "a storybook bride," according to Alice Coop, manager of the Bride's House.

Clothes for fall and winter weddings are more traditional this year, several bridal consultants said.

Ms. Coop and Mary Mardis, bridal consultant at Castner Knott's, said the fall or winter bride will be dressed elaborately and will look more sophisticated.

Organza, lace and Quilana will decorate the bridal gowns.

Judy Tumbrink, manager of Miss Bride, said gowns with lots of lace have been her biggest seller, whereas Mrs. Mardis feels gowns made of jersey, Quilana and satin will be her most popular styles.

All three consultants agreed that mauve, plum, burgundy, rose and raisin promise to be the most

popular colors for bridesmaid's dresses. Mrs. Mardis said that early fall colors include spice, melon and honey; mid-fall colors will darken slightly to the rose, burgundy and mauve shades. Ms. Coop said deep green, cranberry and dark burgundy will become more popular near Christmas.

Ms. Coop and Ms. Tumbrink said crepe-back satin dresses in the blouson, slit-sleeve style will be worn by many bridesmaids this

fall.

The full belted dress is also a popular style, Mrs. Mardis said. Many bridesmaids will be carrying rabbit's fur muffs to match the marabou fur on some bridal gowns.

The fingertip-length illusion will be the most popular veil style, according to Mrs. Mardis. Mantillas—a sheer, lace-edged scarf worn without an attached headpiece—will also be very fashionable.

Mrs. Mardis said bridal gowns take between six and 11 weeks to be delivered. Therefore, she said, her store keeps two styles that can be prepared in one or two weeks in stock.

Richard Simpson, manager of Mr. Tuxedo, said men's wedding fashions for the fall are basically the same. He said tuxedos with wide lapels and velvet trim will be popular, particularly in rust, dark green, and brown.

Gold jewelry items at top of shopping lists

Fashion-conscious young women ready to make their Christmas lists should be sure to include a piece of gold jewelry on the list.

Durable, timeless and pretty, gold-plated, gold-filled or 14K gold jewelry is definitely stylish for the fall of 1978.

Popular items include the s-link chain bracelets and necklaces, gold bangle bracelets, simple gold loop or button earrings and lockets.

The s-link jewelry is fashioned of flat gold links with a high lustre. The jewelry glistens richly against the skin.

Gold bangle bracelets can be plain or simple, but any

style adds a finishing touch to even the most casual outfit of T-shirt and jeans.

Gold earrings, both pierced and non-pierced, can be purchased in countless styles. One popular choice now is the pretzel-like knot of gold; another commonly seen gold earring is the simple loop about 3/4 inch in diameter.

Locketts are one golden gift often passed from generation to generation of a family. Other popular gold necklaces are those in which one's initials form a swirling pattern, those decorated with pearls or diamonds and the Add-a-Bead necklaces.

Think *WARM* New for Fall '78



Raleigh Bicycle & Outdoor carries the North Face line of outdoor equipment. We have gear for comfortable and efficient wilderness travel in all climates, conditions and places.

The North Face label is your assurance that you are purchasing the finest in materials, service and design. Available today at Raleigh.

RALEIGH

Bicycle & Outdoor Center

724 Broadway

Phone: 822-6211

Lengthened: Longer coats stylish for women

By TOM BESHEAR

Men's coats have not changed much in the past year. But for women, longer, more feminine coats are in style.

Debbie Allard, operations manager for Pushin's, said the new fall fashions are longer. Women are finding that the "coats they wore

last year won't do this year," she said.

Patti Hargis, women's buyer for Castner Knott, said this year's coats are looser to cover longer dresses.

Fashion changes will prompt women to buy dressier coats, according to Donna Martin, merchandise manager for J. C. Penney.

Ms. Martin said long wool sweater coats, leather coats and mufflers for coats are selling well. She said corduroy coats are big sellers for the first time in years.

Ms. Martin said her store is selling few down-filled coats for women this year, but they are still popular for men. Women's coats with

hoods are also out of style, she said.

Casual cinch-waist jackets and muted plaid blazers with scarves are also popular, Ms. Allard said. The \$55 blazers come in many colors.

Fred Harris, men's buyer at Castner Knott, said the most popular coat for men at his store is brown ribless

corduroy in a rancher style, with imitation fleece lining.

Harris said down-filled coats are more popular for boys than men this year, and many of their coats have pile linings. Prices at Castner Knott on men's coats range from \$40 to \$130, except for Aigner leather coats, which are about \$200, he said.

Annie Hall is style

—Continued from Page 2—

many jackets are padded slightly at the shoulders.

Fall's best-selling dresses are big with dolman or bat-wing sleeves. Many have a coordinating vest. Many dresses are cinched in at the waist with elastic. Others are wrapped at the waistline with a leather or rope belt.

Sweaters are not as popular as in recent years, but they still are worn, most frequently combined with an Annie-Hall type blazer or layered beneath a shirt and another sweater. Margie Evans, Sportswear Mart manager, said the patterned sweaters popular in recent years have gone out of style.

Dusty hues and earth tones are the most popular colors for fall and winter wear. Rhonda Green, buyer for Headquarters, said black is the No. 1 color for fall, but others said the wine and

berry hues were the most fashionable. Other stylish shades include plum, dusty blue, dusty rose, khaki, purple, brown and some shades of green.

Last spring's trend toward use of natural fibers continues this fall. Wool, tweed, corduroy and plain cotton are popular fabrics for dresses, shirts, skirts and suits. Dressy blouses are often made of crepe de chine, raw silk, or a light and sheer nylon knit. Satin is the material for most disco outfits.

The popularity of the Annie Hall and disco trends indicate that Bowling Green women are beginning to leave behind the casual look of years past for a dressier, more feminine look. Some fashion store employees said jeans are less popular than in past years, and all said that skirts and dresses are bigger sellers than pants.

Loose, vested dresses popular for class, work

This is a very good dress year, according to most fashion shop proprietors in the Bowling Green area. Silky styles, shiny fabrics and the full-loose Annie Hall look are best-sellers.

Blouson-waisted, dolman-sleeved dresses with waistline sashes are popular, as well as vested dresses with grosgrain ribbon neckties.

In fact, almost all fall dresses are topped with vests, and last season's stick pins are still being worn with daytime wools or nighttime velvet blazers.

The 40's shirtwaist dress

with lightly padded shoulders and the overblouse-skirt combination also are doing well.

Mary Lewis McCoy, manager of Linear Design, said her store's dresses are selling well, particularly to working girls. "They can work comfortably in dresses," she explained.

Most Bowling Green women's fashion shops expect to sell many dresses this fall, some stores think they are understocked. "The dresses are really moving," Shirley Wilson, co-owner of Fashion House, said.



Photo by Mark Lyons

Dressed like movie character Annie Hall, Rossan Watts wears an outfit from My Friend's Place that represents the overall fall look for women.

Travolta's films influence menswear



Photo by Mark Tucker

Steve Brandon models a typical men's fall outfit. Clothing worn in movies by John Travolta has influenced men's fashions this year. Brandon's clothes are from Castner-Knott.

—Continued from Page 2—

shirts and terrycloth sweaters are popular for casual wear. The long wraparound belted sweaters and the thick, designed ski shirts popular last year will also be fashionable. Designed sweat shirts and terrycloth shirts with pouches and hoods will be popular with jeans.

Formal wear can be described as the disco look with a little "Annie Hall" thrown in.

Slacks will be loose-fitting with narrow waist bands and single and double pleats. Popular fabrics are wool, waffle weave, gabardine, 100 percent cotton and corduroy. Slack prices generally start at \$22.

More casual dress slack will combine the casual loose fit with straight legs, but these won't be available until around Christmas, according to Green.

The satin Romeo shirt with a low, unbuttoned neckline and fluffy, full sleeves matches the pleated pants, according to Mrs. McKinley.

Other fashionable dress shirts are the natural fabric shirts with smaller collars. According to Green, raw silk, which is less shiny than regular silk, is a popular shirt fabric.

The thick sweater-shirts are still popular for dress wear, along with other fashion sweaters.

Mrs. McKinley said that khaki pants and suits are still popular for men; but, Green said khaki clothes are going out of style.

Green and Mrs. McKinley

said corduroy is still fashionable. Corduroy in rust, dark brown and gray are frequently used for dressy clothing.

Corduroy suits are extremely popular; most stores carry a large supply of them. Three-piece suits are still the biggest thing in formal wear, and many men wear the vests separate from the suits, according to Mrs. McKinley.

Ties aren't popular this year. The ones worn will be narrower than in recent years.

According to Green, wool and cotton scarves will replace ties. The scarves will be worn under the collar like an un-knotted tie and will be 2 and 4 feet long. They cost \$10 to \$18.

For outer wear, leather is the favorite. Leather jackets ranging in price from \$100 to \$200 are popular with

dressier clothing, and down-filled jackets go well with casual clothes.

Hooded blazers made of suede and other leathers are popular with both casual and dress wear.

Mixed-fabric jackets made of satin, corduroy, wool, cotton and other leathers are worn with casual clothes.

Belts for both casual and dress wear will be thin this fall and winter. Most will be made of leather, but the belts worn with the more formal disco clothes will be made of shiny plastic like the belts worn in "Saturday Night Fever," according to Green.

In men's shoes, high heels are a thing of the past. All men's shoes have low heels, usually no higher than an inch. Casual footwear will be made of leather. Dress footwear styles will vary.

Classic by Gant.

The Traditional Dress Shirt



The authentic button-down Oxford shirt by Gant in 100% Cotton. In a choice of Blue, White, Cream and Maize. Attention to correct fashion and quality is always part of

The Gant Attitude.

Coachman Ltd.

Men's Traditional Clothing
1160 COLLEGE STREET
BOWLING GREEN, KY.

Herald

Fashion editor: Catherine Hancock
Assistant editor: Tim Fish
Photo editor: David Frank

CONTRIBUTING WRITERS AND PRODUCTION STAFF

Bryan Armstrong	Alan Judd
Tom Beshear	Roger Malone
Steve Carpenter	Tom McCord
Terri Darr	Nancy Jane Salato
Tom Eblen	Vickie Stevens
Steve Estok	David Whitaker
Amy Galloway	Don White
Cennie Holman	Monte Young

Margaret MacDonald

PHOTOGRAPHERS

Mark Lyons
Scott Robinson
Rick Rogers
Harold Sinclair
Mark Tucker
Judy Watson

Kathy's Klipper Hairstyling

1038 31-W By-Pass 843-4135

Across from Burger King

Kathy Harris	Angie Donoho
Betty Forbis	Stylists Carol Creek

Bowling Green's Green Door Salon.



Drawing by Roland Gibbons

For that smart look in football fashions...

By DON WHITE

I went out of curiosity, and, I admit, for a few laughs.

It was the first "Fashions by Felix" exhibit, and an undercurrent of expectation ran through the Garrett Conference Center ballroom audience as it waited to see a Smith Stadium original.

I settled in the second row beside a Murray coach as the lights dimmed. The crowd, a strange mixture of athletes, coaches and clothiers, listened attentively as Jimmy Felix strolled to the microphone.

The Western coach, clad in his timeless pork-pie hat and blue blazer, warned the audience with a traveling football salesman joke before getting down to business.

"Nowadays, the clothes make the man," Felix, his exposed forehead glisten-

Commentary

ing under the stagelights, said with an obvious air of authority.

"Business and social success are determined greatly by the apparel one wears, and the same is true for the modern football

player," he said.

I amused myself with thoughts of three-piece jerseys and pleated padded pants as the coach told the audience of his hope that a football fashion show would lead to better team morale and more fan support.

"Yeah, yeah," the Murray

—Continued to Page 20—

Shine for your special occasion
with formal wear from

The Bride's House
950 31st W By Pass

New Fall & Winter Bridals,
special occasion wear, formal wear
and pageant gowns

781-9644

We've got the fashions to cover the Hill!



JC Penney would like to thank our models. Our fashions speak for themselves!

What more can we say?

This is JCPenney

On the Fountain Square Mall



Karen Roy, left, has twisted her hair with pipe cleaners to get the look Laura Farmer achieved with a permanent.

Photo by Scott Robinson

Soft curls replacing wedged hair

By VICKIE STEVENS

Dorothy Hamill, move over. The sleek, straight look of the wedge is rapidly being replaced by soft, curly hair styles.

Hair for fall is anything but dull. Everything is bouncy and shiny.

The revival of the romantic, curly look has been brought about by the new softer and fuller lines in women's fashions, according to Justine Gabbard, Castner Knott beauty salon manager.

Beni Vickous, owner of Mr. Beni's Penthouse, said women are tired of the

natural look in hair and clothing.

"Right now, our hair and clothing styles are from the late 1940s, and we are moving into the 50s look because of the influence of movies like 'Grease'," Vickous said.

There are several ways to get the curly look. Most hairdressers recommend a professional permanent, which costs between \$25 and \$35 in most salons.

There are advantages to a professional permanent that may make the cost worthwhile. The stylist can recommend a look that suits the individual's hair and

face. Professional permanents also have built-in conditioners, so hair is not damaged or dried out.

The crimped hair style also is popular for fall, especially with the new "Annie Hall" look. Mary Jane Taylor, a stylist at Mr. Beni's, said crimping has not been in great demand at the salon.

Unlike a permanent, the crimp is temporary and washes out after a shampoo. It is done with a crimping iron, which can damage hair.

Taylor said stylists can give permanents which are similar to the crimped look.

By braiding hair while wet after shampooing, the new curly look can be created economically.

Another do-it-yourself method employs inexpensive, easy-to-use pipe cleaners. Pipe cleaners can be wound around sections of the hair in a variety of ways to get the curly look.

One easy method of pipe cleaner-curling involves winding a pipe cleaner together around the top of a strand of hair. Then wrap the strand of hair around the pipe cleaner, twisting the end of the pipe cleaner together at the bottom of the strand.

For an evening on the town, hair can be pulled back in a bun and decorated with a Chignon stick for a romantic look.

For people who don't like the curly look, body permanents add texture and manageability to hair.

Those who are hesitant about curling hair or getting a permanent can wear long, straight hair twisted back from the face and held with a comb or barrette.

Several salons offer a variety of hair-coloring methods such as gold dusting and tortoise shelling to add shine to all types of hair.

The HAIR DEN
HAIR DESIGNERS

802 Center St. Phone 781-9801

8 a.m. to 5 p.m. Monday through Friday
8 a.m. to 4:30 p.m. Saturday

HAIRSTYLISTS:

DELBERT BESSINGER JOHN FLATT
JIM KIRKWOOD RON LYONS

Levi Belts & Wallets	NEW Purses LADY LEVI	Levi and Liberty Prewashed Jeans
Boots by Wrangler and "Levi's for the Feet"		Bib Overalls by Oshkosh
SPOT CASH		
Shirts by Levi Monticello	Free Parking Across Street at — SHOPPERS PARKING — Just off the square	New Levi Socks

BIGGER THAN THE CITY....



MY FRIENDS PLACE

The newest most unique fashion boutique.

Bigger than the city. Those are the fashions of My Friend's Place. We stock the exclusive styles and fashions that make New York the "in place" for fashion outerwear. Stop by My Friend's Place today and take a look at the latest styles from designers such as Perry Ellis, Anne Klein, Calvin Klein and Wayne Rogers. My Friend's Place...where the reflection of New York is on you! 117 Gateway Shopping Center Open 10 a.m. to 9 p.m., Mon. through Sat. and 1 to 6 p.m. Sunday

We would also like to personally invite all Western Students to our newest store which just opened in Hickory Hollow Mall Nashville, Tenn.

'Soft simplicity': fall's football look

—Continued from Page 17—

coach excitedly whispered while dreaming of sparkling blue and gold heroes and Racer wins.

The first model was tailback Jimmy Woods, who displayed "that smart Saturday afternoon look," Felix said.

"The new style for tailbacks is soft simplicity," Felix said as Woods strutted across stage to the amazement of the bug-eyed Murray coach.

"Jimmy's jersey is made of natural fibers and is distinguished by a low neckline and full sleeves," Felix continued. "The jersey, which sells for a modest \$40 at most athletic boutiques, conveys a natural and easy feeling for those afternoon meetings with defensive ends."

The Murray coach rushed to a telephone to order a dozen tailback jerseys as Felix continued describing his latest creation.

"A fashion staple this

season is drawstring knickers. Accented by hip, knee and thigh pads, this year's knickers will feature double seams and stitching for the afternoons when gang tackling is the theme.

"The knickers can be coordinated with grass stains and mud spots to bring out the rugged fall look," Felix said as Woods completed a sweeping turn across the stage.

"The look in helmets is the open front," Felix said as Woods strapped on a new Riddell model. "The double facemask with coordinating chinstrap gives Jimmy a unique freshness and innocence."

"For those afternoon strolls to the locker room following a hard-fought game, the open-faced helmet in soft pastel colors is a must."

The Murray coach returned to his seat just in time to see Felix's second creation, the "John Hall look," which should not be confused with the style of

his sister, Annie.

Marty Jagers displayed the style, designed mainly for quarterbacks, which is attractively accented with natural and easy makeup.

"Grease is THE word in football makeup," Felix said. "A slight, but never heavy, smudge of glare grease beneath the eyes provides an excellent protection from

the afternoon sun and accents strong facial features."

The Murray coach leaned over and whispered, "This is just what we need to turn our program around," as Felix expounded on the other features of his creations—flat-heel cleats, red and white striped bobby socks, double-wrapped

belts and the layered look in shoulder pads.

The crowd clapped loudly as the show ended. The Murray coach ran up to talk to Felix about his collection of coaching wear as I walked away wondering if my white shirt and skinny perpetually-loosened necktie were still in for sportswriters.

Careful thought, proper planning will result in versatile wardrobe

By CATHERINE HANCOCK

With clothing costs almost out of reach for most women, careful wardrobe building is essential.

A prime consideration in selecting a versatile, economical wardrobe is the activities one is involved in. Students who rarely attend dressy events and are more comfortable in casual clothes should put most of their clothing dollars toward slacks, simple shirts and

sweaters.

On the other hand, the working girl should choose clothes suitable for her career environment. A secretary would look better suited to the job dressed in a feminine dress or skirt than a pair of jeans, but a girl doing student teaching in elementary school may find pants and a blazer more comfortable.

A second consideration is a color scheme. The most versatile wardrobes are

built around one or two neutral colors that look good with a variety of other colors.

Cream and brown, rust and tan, blue and green, black and white—each of these color pair mixes well with pastel shades, bright colors and seasonal hues.

A third consideration in planning a wardrobe is the adaptability of each wardrobe piece.

Buy the essentials before the frills are purchased.



SEE THE House of David AND THEIR Award Winning Stylists The Best in Kentucky

AND WE HAVE OUR TROPHY TO PROVE IT!



Jerry DeSpain — Rick Parker — Jack Ringley
Roffler State Dealer

A Full Service Salon

MEN WOMEN

- ★ Shampoo
- ★ Condition
- ★ Cut
- ★ Blow Dry

With Only the Finest.
Products and Equipment

Equipped with Private Rooms for Your Individual Attention

OPEN 8 a.m.-5 p.m. Closed Monday

CALL NOW for Your Best Hair Styling Yet 842-4526 526 Nellums Dr.

